

**Statement of Work
Performance and Accountability Report (PAR) and
Citizen's Report
Design and Writing Support**

BACKGROUND

The Federal Aviation Administration requires a contractor to assist with designing and writing the FAA's annual Performance and Accountability Report (PAR) and its consolidated summary, the Citizen's Report.

Under the Reports Consolidation Act of 2000 (Public Law No. 106-531), agencies are permitted to submit combined reports in implementing statutory requirements for financial and performance management reporting to improve the efficiency of executive branch performance. These reports are combined in the PAR, which consists of the Annual Performance Report required by the Government Performance and Results Act (GPRA) (Public Law No. 103-62) with annual financial statements and other reports, such as agencies' assurances on internal control, accountability reports by agency heads and Inspector Generals' assessments of the agencies' most serious management and performance challenges. PARs provide financial and performance information that enables the President, the Congress, and the public to assess the performance of an agency relative to its mission and to demonstrate accountability.

FAA's PAR and Citizen's Report are prepared in accordance with form and content requirements specified in the Office of Management and Budget's (OMB) Circular No. A-136, Financial Reporting Requirements. OMB's Circular No. A-136 specifies that PARs be organized into the following sections: Agency Head Message; Management's Discussion and Analysis; Performance Section; Financial Section; and Other Accompanying Information. FAA requires a contractor to assist with writing the Agency Head Message; Management Discussion and Analysis; Performance Section; and the letter from the CFO, which is included in the Financial Section. FAA also requires the contractor to assist with the design and layout of the PAR and Citizen's Report documents, the overall organization and assembly of the document, proofing and editing, and with preparing the Citizen's Report, by summarizing the content of the full PAR document.

The Association of Government Accountants has awarded FAA's PAR the Certificate of Excellence in Accountability Reporting for the fiscal years 2002, 2003, 2004, 2005, 2007, 2008, and 2009. One of FAA's objectives is to continue producing PARs that are awarded this excellence designation. Additionally, FAA's FY 2004 Citizen's Report placed "gold" in the League of American Communications Professionals LLC (LACP) Vision Awards Annual Report Competition. It is FAA's intent to continue producing Citizen's Report that "place" in this competition.

The contractor must identify a point-of-contact who must periodically work on site with government personnel and who must direct on site contractor resources in the completion

of the work assignments. The contractor will be required to periodically travel outside of FAA's location in Washington, D.C. to participate in meetings and interviews. The contractor will also be required to travel to the place of business of the printer to be designated by FAA (in the metropolitan Washington DC area) to perform the "press check" of the Citizen's Report document.

TASKS

1. TECHNICAL WRITING. The contractor must:

Assist FAA in writing the Agency Head Message, Management Discussion (MD&A), Performance Section, and Letter from the CFO sections of the PAR and Citizen's Report documents.

- A. The contractor must review various FAA documents to gain a knowledge base of current relevant topics that would be appropriate for discussion in FAA's PAR and Citizen's Report document. These materials will include, but not necessarily be limited to, the most recent FAA Flight Plan, Operational Evolution Plan, and budget submission to Congress, various FAA speeches, press releases, newsletters, and internal publications.
- B. To effectively assist FAA personnel with writing and designing the PAR, the contractor must keep abreast of PAR and Citizen's Report form and content guidance, and best practices in PAR reporting. PAR and Citizen's Report and content guidance includes OMB's Circular A-136, Agency Financial Reporting. Best practices in PAR and Citizen's Report are gleaned from various sources, including the following:
 - i. Association of Government Accountant's Certificate of Excellence in Accountability Reporting (CEAR), Reviewer's Checklist
 - ii. The PARs and Citizen's Report of other Federal agencies that have been recently awarded the AGA's CEAR.
 - iii. Other types of annual report, as may be applicable to, or adopted to Federal PAR reporting.
 - iv. Other agencies' accountability reports.
- C. Draft the letter from the FAA Administrator, which must include all of the content specified in OMB's Circular A-136 for "Letter from Agency Head."
- D. Draft the letter from the FAA Chief Financial Officer presenting the agency's financial management achievements and status and the results

of the financial audit. This letter must include all the content specified in OMB's Circular A-136 for "Letter from the CFO."

- E. Prepare the Table of Contents, Index, and a Glossary of Acronyms.
 - F. Assist with the consolidation of all component sections of the document (including sections written by FAA personnel).
 - G. Assist with proofreading all drafts, and proposing edits to achieve a cohesive document.
 - H. Incorporate the edits resulting from FAA's review of the draft PAR and Citizen's Report document.
 - I. Once the PAR is finalized, assist the FAA with summarizing the PAR content, for suitability as a Citizen's Report document.
2. DOCUMENT DESIGN/LAYOUT – The contractor must:
- A. Participate in one or more discussions with FAA officials to understand the themes and branding requirements that FAA requires to be incorporated into the current year PAR and Citizen's Report document design/layout.
 - B. Based on the discussion(s) and input from FAA, prepare and present to FAA three proposed designs/layouts (including the cover and page layouts of the PAR as well as the coordinating themed Citizen's report document). While the designs/layouts must be consistent with the themes and branding requirements communicated by FAA management, the FAA expects the contractor to make design recommendations based on the contractor's expertise preparing well-designed Annual Reports, PARs, or similar types of document layouts. Identify resources for photographs to be included in the PAR and Citizen's Report documents.
 - C. Edit and incorporate into the PAR and Citizen's Report documents the following materials:
 - i. Financial Section of the PAR
 - ii. Comparative discussion and analysis of the PAR MD&A (this portion of the MD&A explains trends in financial statement data and variances in year-over-year data), and
 - iii. Summarized financial data section of the Citizen's Report document
 - iv. Comparative discussion and analysis of the summarized financial data within the Citizen's Report document

The financial statements section of the PAR (the content to be provided by FAA as referenced above) includes the basic financial statements, footnotes to those financial statements, “required supplementary information,” “required supplementary stewardship information,” and “other accompanying information.” These terms, and the data content pertinent to each, are defined and specified in OMB’s Circular A-136. The contractor will be required to receive this data from FAA in Microsoft Word and Excel tables and charts, and incorporate the data into the layout of the PAR and Citizen’s Report.

3. OTHER PAR-RELATED SUPPORT – The contractor must:

- A. Provide a “camera ready” electronic file (in Microsoft Word) of the PAR suitable for printing on bond paper; and a “camera ready” hard copy and electronic files of the Citizen’s Report suitable for glossy printing.
- B. Review Citizen’s Report page proofs from the printer.
- C. Perform the “press check” of the Citizen’s Report. This task must be performed on site at the FAA-designated printer’s place of business (in the metropolitan Washington DC area).
- D. Assist FAA with formatting the final PAR and Citizen’s Report documents into web-ready, Section 508 compliant, files suitable for posting to FAA’s Internet web site.
- E. Assist FAA with submission of Citizen’s Report to League of American Communications Professionals LLC (LACP) Vision Awards Annual Report Competition.

To aid an overall understanding of the coordinated process by which the PAR and Citizen’s Report documents are generated, the following summary is provided:

Summary of Tasks
PAR
Design and generate page proofs for the front and back inside and outside covers
Printing of glossy covers
Design the layout; write portions of the document; consolidate the document, including portions written by others; assist with proofing and editing; prepare electronic file in the FAA-approved layout in Microsoft Word
Print the PAR content; bind the document
Generate web-ready files
CITIZEN’S REPORT
Design the layout of the document
Assist with summarizing PAR content for use in the more abbreviated Citizen’s Report
Generate color hard copies and print-ready electronic files of entire document for use by printer
Generate page proofs of entire document
Review page proofs generated by the printer
Perform the “press check” of the document at the printer’s place of business
Printing and binding
Generate web-ready file(s)

SCHEDULE OF DELIVERABLES:

Contractor must provide deliverables in a standard business or contractor format in Microsoft Word or contractor software. All deliverables must be delivered to the COTR and the appropriate FAA representatives.

Deliverables	Version	Annual Due Date
<i>COVERS & LAYOUTS</i>		
Layout of the PAR and Citizen's Report	3 proposed layout designs	September 21
Page proofs of the PAR front and back covers, inside and outside and electronic files	Final	September 21
<i>PERFORMANCE AND ACCOUNTABILITY REPORT</i>		
Content of (i) Letter from FAA Administrator, (ii) MD&A, (iii) Performance Section, and (iv) letter from FAA CFO	Draft	September 21
Consolidated PAR document (excluding covers and excluding Financial Section to be provided by FAA on October 18)	Draft Updated draft Updated draft	September 15 September 22 October 13
Final comprehensive PAR document (excluding covers), electronically in Microsoft Word	Final	October 20
Web-ready electronic PAR files	Final	November 10
<i>CITIZEN'S REPORT</i>		
Citizen's Report document in FAA-approved layout (including summary financial data, comparative discussion and analysis, and footnotes which FAA will provide to the contractor by November 14)	1 st draft	November 17
Citizen's Report document incorporating FAA's comments on 1 st draft	2 nd draft	December 1
Citizen's Report document	Final	December 6

incorporating FAA's comments on 2 nd draft. Color hard copies and electronic files for printer		
Web-ready electronic Citizen's Report files	Final	December 14

PERIOD OF PERFORMANCE

The period of performance of the subject order shall be date of award through 12 months, plus four one-year option periods.

April 1, 2011 thru March 31, 2012
April 1, 2012 thru March 31, 2013
April 1, 2013 thru March 31, 2014
April 1, 2014 thru March 31, 2015
April 1, 2015 thru March 31, 2016